A Case Study of the Consumer Satisfaction of Dental Care Products

Dr. D. Elanchelian, Assistant Professor in Commerce, TBML College, Porayar, Tamilnadu, India

Abstract: The study of consumer behavior is the most important factor for marketing of any goods and services. The consumer behavior suggest how individual, groups and organization select, buy, use and dispose of goods, services, ideas or experience to satisfy their needs and wants. It also clues for improving or introducing products or services, setting price, devising channels etc. consumer attitude towards marketing activities are important from both a theoretical and marginal standpoint. Consumer make product choice based on a combination of product attributes that best meet their needs on dimensions of value, cost and prior satisfaction. The first and most objective of my study is consumer satisfaction towards dental care products. The study was based on primary data, which have been collected through a well designed questionnaire. Sample of 150 were chosen for the study. After collected of data, It has been analyzed by statistical tools like factor analyze and chi – square test. Hence the study identified some suggestion and the survey reveals that most of the consumers are much satisfied with their dental care products. Hence forth, efficient conclusion was given.

Keywords: Consumer buying behavior, Fast moving consumer goods (FMCG), consumer attitude, brand awareness

Introduction:

Consumer behavior is defined as the behavior that consumer display in searching for purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs. Consumer behavior to cases on how individual make decisions to spend their available resources (time, money, effort) on consumption relates items. This includes what they buy, why they buy, when they buy, where they buy, how often they buy, how often use it, how they evaluate it after purchase and the impact of such evaluation on future and how they dispose of it. Consumer behavior also includes the acquisition and use of information. Thus communication with consumers and receiving feedback for them is a crucial part of consumer behavior which is of great interest to marketers.

The advent of an organized consumerism movement in the USA during 1970's led to tremendous interest among researches in studying the attitude of consumers towards business. A consumer perception significantly affect their behavioral responses to marketing activities, consumer attitude towards marketing have been found to be linked to several key macroeconomic variables and have been used in economic forecasts. Advertising increases brand awareness and affect consumer's brand images, but only rarely influences conscious decision to choose a certain advertised product. Brand image, on the other hand, has a tremendous impact or product perceptions. Academic consumer psychologist has tried to develop quantitative techniques, which have shown better research regarding the consciousness of the consumer. Physiological measures were framed on the hope that they have been a better potential to research the real attitude and as a consequence, would be more successful in predicting consumer behavior.

Objective of the study:

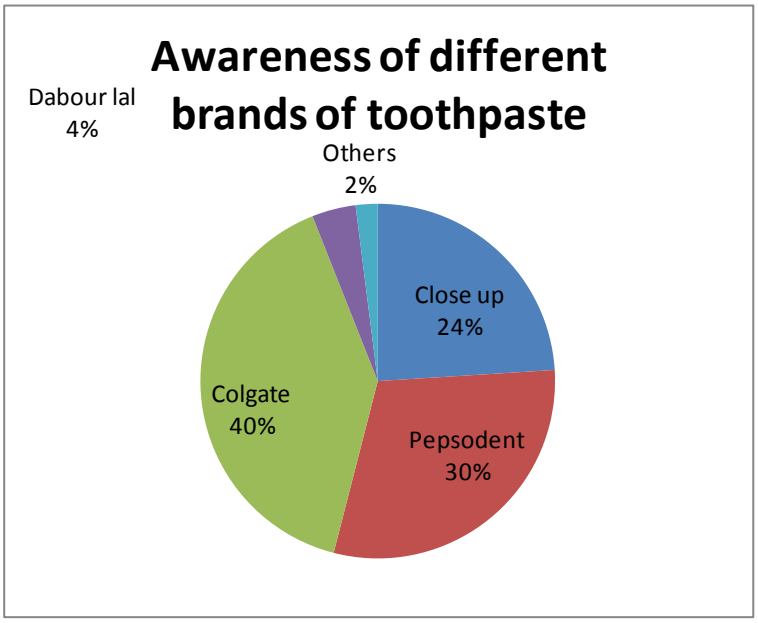
1. To understand the customer orientation towards a particular product type.
2. To analysis the impact of pricing in the selection of a particular brand of toothpaste.
3. The difference in influencing factors on the consumer decision – making process which are related to contrasts in the economic, personal, demographic, socio – cultural and marketing have been examined.

Research Methodology:

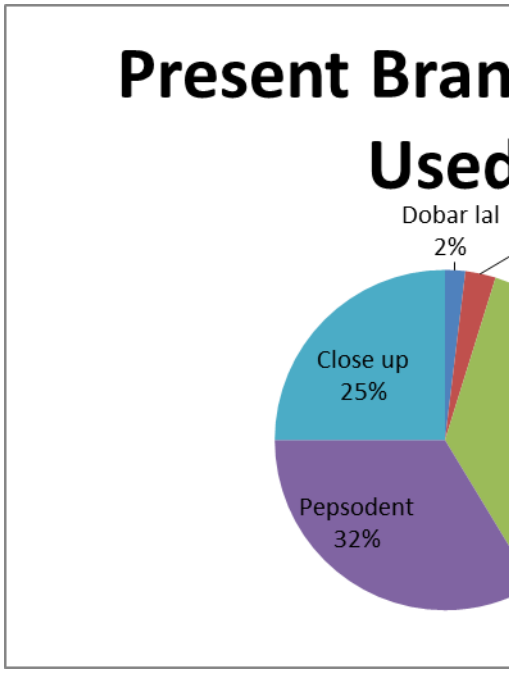
As the case study of consumer behavior aimed to discover the three objectives mentioned above, a conclusive and descriptive research design was chosen. Quantitative primary data were gathers through a sample survey research. The survey is based on a formal structured questionnaire, restricted to the district of Karaikal with a sample size of 150 using stratified random sampling method. The questionnaire was designed considering four areas – belief's and attitudes, preference, behavior and socio – demographic issues. Scaling techniques have been used to analysis the stages of satisfaction.

Findings:

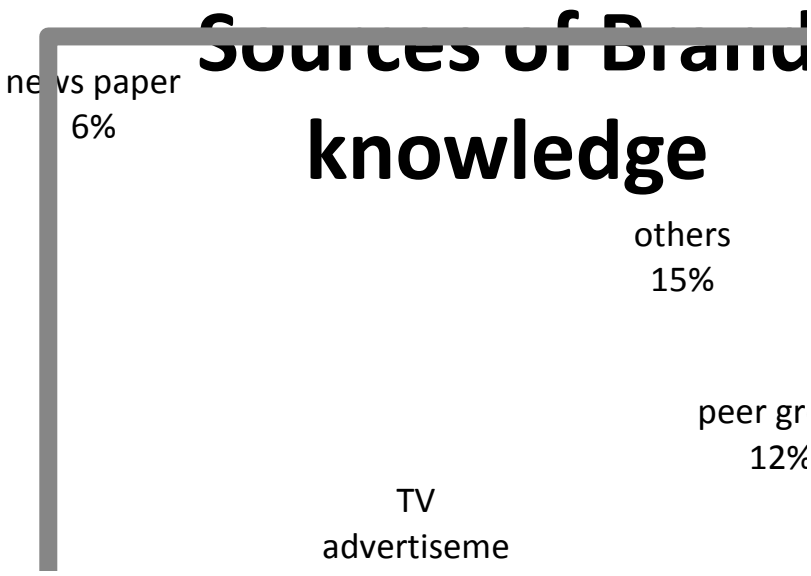
On analyzing the customer orientation of a particular brand by calculating the brand awareness of the different brands available in the market. It has been found that the awareness of respondents towards colgate is the highest (40%), followed by pepsodent (30%), Close up (24%), Dabur lal Dantamanjan (4%) and others (2%). (Figure1)



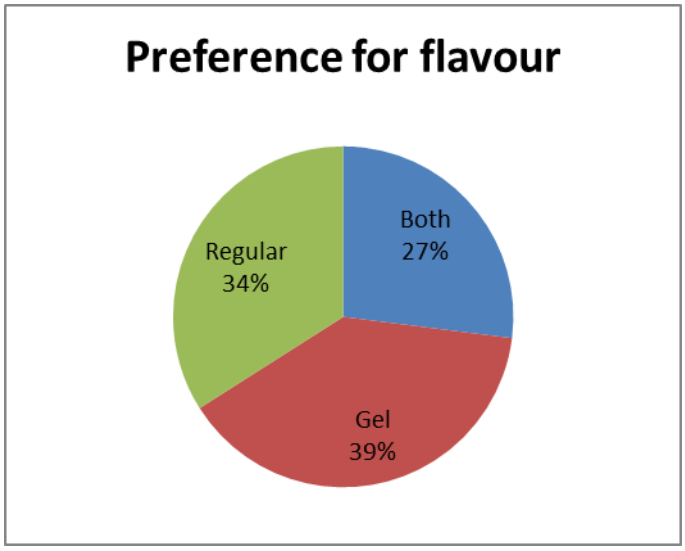
In terms of usage of different brands, Colgate (38%) is the highest named brand followed by pepsodent (32%), Close up (25%) and others. The analysis has shown that the usage rate of the respondents is directly proportional to the awareness about different brands in the same segment. (Figure 2)



In terms if source of knowledge of the brand, it has been found that 65% of the total sample obtained information about the brands from TV advertisement, 12%, from group of friends, 15% from other source, 6% from newspaper and 2% from internet. (Figure3).



In order to evaluate the preference of people for a particular flavor, it has been found that the maximum respondents prefer gel (39%), followed by regular (34%), while (27%) of the respondents prefer both gel and regular (Figure4)



Analysis:

Some statistical tests, factor analysis and chi – square test have been conducted to understand and evaluate the different factors responsible for selection of particular tooth paste by a consumer: a factor analysis was conducted and the result obtained can be used to interpret the factors and the individual variables associated with each of the factors.

Test – I Factor Analysis

Table I: KMO and Barlett's test

Kaiser – Meyer – Olkin measure of sampling adequacy		0.705
Barlett's Test of spherecity	Approx. chi square	343.124
	Dt.	77
	Sig.	.000

The screen plot and eigen value >1 shoved that there are 3 main factors, 1) Total Dental care 2) Product features 3) price consciousness having the total variance up to 62% which should be taken as important for a consumer to look in a particular toothpaste. These three main factors have been further subdivided into sub factory as given below which can be used as cluster of attributes for effectively justifying the main factors

1) F1 = Total Dental care
   Sub factors: a) Decay protection b) Strong teeth c) fight germs d) Fresh Breath e) Health gums f) white teeth
2) F2 = Individual preference
   Sub factors: a) Taste b) flavor c) color d) foam

3) F3 = Tangible value
   Sub factors: a) Price b) Scheme c) packaging

Table 2: Rotated Component Matrix

	Components		
	1	2	3
Decay protection	.813	0.-012	.058
Strong teeth	.791	-0.13	.048
Fight germs	.820	-0.62	-.124
Fresher breath	.822	0.38	-.003
Health gums	.716	.228	-.083
White teeth	.614	.082	.068
Taste	.162	.831	.042
Flavour	-.001	.874	.078
Colour	-.004	.813	.268
Foam	.135	.586	.491
Price	.084	-.053	.906
Scheme	-.077	.196	.647
packaging	-.064	..407	.656

Extraction Method: Principal component Analysis
Rotation method: Varimax with Kaiser Normalization a rotation converged 5 iterations.

Test – 2: chi – square test.

Table 3: Classification of consumers on the basis of purchase interval.

No. of weeks	**frequency**	**Percent**
Two weeks	12	8
Three weeks	44	29.50
One month	53	35
Two month	27	18
Above two month	14	9.50
Total	**150**	**100**

Table 3, it has been found that the periodicity of purchase is mostly 1 month followed by three weeks Marketing may consider this observation which is usually not designed by Indian consumer and can adopt a strategy to enhance the healthy propositions and whiteness of teeth as the care value at toothpaste.

As the market has become more diverse, there has been no single brand existing in the market. This was identified while interacting with retailers. It was observed that there might be some relation between the daily movement of different categories of goods from the retailer out let and the total sales generated by the particular retailer.

A chi square (X^2) test was carried out to ascertain whether there exists no relationship between the daily movement at categories of goods from retailer and the monthly sales of the retailer.

As (x^2) calculated value (38.43)> x^2 tabulated (32.74) at 22 degrees of freedom, H_o is rejected. This means that there exists a relationship between category wise daily movement of goods and the monthly sales of the individual retailer it may be further corroborated by the fact that irrespective of income, consumers prefer a particular type of product having "quality with moderate cost"

Suggestions:

1. A consumer while making a purchase decision evaluates the different factors present in a particular brand of toothpaste and finally decides on a particular brand after assessing the brand from the ones that are available in the marked. The consumer shows some brand loyalty towards a particular product or service but the exact reason of his brand loyalty is not always explicit through his reactions while making a purchase decision. So a marketer should try to highlight the core product feature with a value addition keeping in mind the need of the consumer for making the product.
2. The advertisement that is being made by the manufacture will not have much impact with the consumer unless the product is able to satisfy – their math needs. The message content of an advertisement should be strong enough to communicate that the needs of the consumer match with the attributes of the product.
3. In such a product, there are some unique attributes which play the key role in helping the consumer to make a purchase decision from among the competitive range of product offered by different manufactures.
4. As the market is becoming more and more competitive all the players in the distribution channel should be made strongly operative with different innovative incentives to push slow moving products to the consumer. It there is a snag in the distribution channel. The consumer may not always be loyal towards the same product.
5. Apart from the 4^{ps} in marketing mix, 'a new 'p' has also emerged. Perception is an important factor in dealing with the consumers. Change in perception of a consumer can play have for a marketer in such a products where the consumers are very selective in deciding for a product.

Conclusion

It is understood that the consumer evaluates a product on the basis of belief, attitude and intention about that particular product or brand and after assessing the alternative product available in the market on the basis of obtaining this information and retaining it is his memory the purchase take plane. It the outcome of the purchase is satisfaction. Then the perception about the product is strengthened in the mind of the consumer resulting in brand loyalty. This may increase the purchase pattern for the consumer. Hence the marketer should always to exercise in advance in these three factors. That is belief, attitude and intention to create a positive perception in the mind out the consumer for the ultimate consumption of the product. Perception may be considered as an important attribute and as the eight (8th) P' in marketing mix. A marketer has to put before the consumer a tangible value for the perception he or she derives about brand of that product category.

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